

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37668  
**Alt Order #:** 08887254  
**Product Desc:** ISSUE  
**Estimate:** 2154  
**Flight Dates:** 10/28/12 - 11/05/12  
**Original Date / Rev:** 10/19/12 / 10/19/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Senate Majority PAC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	1	\$3,000.00	\$2,550.00
10/29/12	11/05/12	27	\$92,500.00	\$78,625.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$3,000.00	\$2,550.00	0.00
November 2012	27	\$92,500.00	\$78,625.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$95,500.00</b>	<b>\$81,175.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$95,500.00
Market	100%	\$318,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$79,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,916.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/29/12	11/02/12	CBS This Morning 7-9a CM	7-9a		MTWTF--	:30	3	\$3,000.00	LV1	0.00	NM	3	\$9,000.00
CBS This Morning															
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$3,000.00		0.00			
E 2	8	11/05/12	11/05/12		CM	7-9a	M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00

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Advertiser: Senate Majority PAC  
 Product Desc: ISSUE  
 Estimate: 2154  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS This Morning 7-9a CBS This Morning														
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,000.00		0.00			
E 3	8	11/05/12	11/05/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a M-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00		0.00			
E 4	8	10/29/12	11/02/12	Live w/Kelly Live w/Kelly	CM	9-10a MTWTF--	:30	3	\$2,000.00	LV1	0.00	NM	3	\$6,000.00
KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$2,000.00		0.00			
E 5	8	11/05/12	11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,000.00		0.00			
E 6	8	10/29/12	11/02/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	3	\$2,000.00	LV1	0.00	NM	3	\$6,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$2,000.00		0.00			
E 7	8	11/05/12	11/05/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,000.00		0.00			
E 8	8	10/29/12	11/02/12	Ellen Ellen	CM	3-4p MTWTF--	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$2,500.00		0.00			
E 9	8	11/05/12	11/05/12	Ellen Ellen	CM	3-4p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00		0.00			
E 10	8	10/29/12	11/02/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MTWTF--	:30	3	\$2,500.00	LV1	0.00	NM	3	\$7,500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$2,500.00		0.00			
E 11	8	11/05/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00		0.00			
E 12	8	10/29/12	11/02/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MTWTF--	:30	3	\$3,000.00	LV1	0.00	NM	3	\$9,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$3,000.00		0.00			
E 13	8	11/05/12	11/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,000.00		0.00			
E 14	8	10/28/12	11/04/12		CM	5-7p -----S	:30	1	\$3,000.00	LV1	0.00	NM	2	\$6,000.00

